

## CLAIMS

*What is claimed is:*

1 1. A method for ranking customers based on a propensity to purchase goods or  
2 services, comprising the steps of:  
3 (a) identifying a plurality of customers;  
4 (b) retrieving first information on each of the customers;  
5 (c) conducting a survey to collect second information from each of the  
6 customers;  
7 (d) creating a model; and  
8 (e) calculating a score for each customer based on the first information, the  
9 second information and the model, wherein the score indicates a propensity  
10 to purchase goods or services.

1 2. The method as recited in claim 1, and further comprising the step of sorting  
2 the customers based on the score.

1 3. The method as recited in claim 1, wherein the first information includes  
2 credit card use information.

1 4. The method as recited in claim 1, wherein the second information includes  
2 information on a purchase intent for a particular product.

1 5. The method as recited in claim 1, wherein the model sets forth a plurality of  
2 characteristics and a weight of each of the characteristics for calculating the  
3 score.

1 6. The method as recited in claim 1, and further comprising the step of  
2 generating an equation based on the first information, the second  
3 information, and the model, wherein the equation is used to calculate the  
4 score.

1 7. A computer program product for ranking customers based on a propensity to  
2 purchase goods or services, comprising:

- 3 (a) computer code for identifying a plurality of customers;  
4 (b) computer code for retrieving first information on each of the customers;  
5 (c) computer code for conducting a survey to collect second information from  
6 each of the customers;  
7 (d) computer code for creating a model; and  
8 (e) computer code for calculating a score for each customer based on the first  
9 information, the second information and the model, wherein the score  
10 indicates a propensity to purchase goods or services.

1 8. The computer program product as recited in claim 7, and further comprising  
2 computer code for sorting the customers based on the score.

1 9. The computer program product as recited in claim 7, wherein the first  
2 information includes credit card use information.

1 10. The computer program product as recited in claim 7, wherein the second  
2 information includes information on a purchase intent for a particular  
3 product.

1 11. The computer program product as recited in claim 7, wherein the model sets  
2 forth a plurality of characteristics and a weight of each of the characteristics  
3 for calculating the score.

1 12. The computer program product as recited in claim 7, and further comprising  
2 computer code for generating an equation based on the first information, the  
3 second information, and the model, wherein the equation is used to calculate  
4 the score.

- 1 13. A system for ranking customers based on a propensity to purchase goods or  
2 services, comprising:
- 3 (a) logic for identifying a plurality of customers;  
4 (b) logic for retrieving first information on each of the customers;  
5 (c) logic for conducting a survey to collect second information from each of the  
6 customers;  
7 (d) logic for creating a model; and  
8 (e) logic for calculating a score for each customer based on the first information,  
9 the second information and the model, wherein the score indicates a  
10 propensity to purchase goods or services.
- 1 14. The system as recited in claim 13, and further comprising logic for sorting  
2 the customers based on the score.
- 1 15. The system as recited in claim 13, wherein the first information includes  
2 credit card use information.
- 1 16. The system as recited in claim 13, wherein the second information includes  
2 information on a purchase intent for a particular product.
- 1 17. The system as recited in claim 13, wherein the model sets forth a plurality of  
2 characteristics and a weight of each of the characteristics for calculating the  
3 score.
- 1 18. The system as recited in claim 13, and further comprising logic for  
2 generating an equation based on the first information, the second  
3 information, and the model, wherein the equation is used to calculate the  
4 score.